# **Customer Persona: James Roberts**

## **Customer Overview**

Name: James Roberts

Profile Type: Time-Sensitive, High-Urgency Customer

Customer Since: February 2025

Primary Contact Reason: Order status and payment processing issues

## **Personality Traits & Communication Style**

Impatient - Frequently expresses urgency and time constraints

Direct & Demanding - Uses assertive language and expects immediate responses

Efficiency-Focused - Shows frustration with security protocols and verification steps

Results-Oriented - Dismissive of explanations, focused solely on resolution

## **Recent Customer Service Experience**

Payment Processing Issue - March-April 2025

Issue: Multiple follow-ups required for payment processing problem

Resolution: Required several interactions over multiple weeks

Customer Response: Consistently expressed frustration with resolution timeline

Stock Status and Refund Delays - May-July 2025

Issue: Multiple inquiries about stock availability and refund processing

Resolution: Extended resolution period with multiple follow-ups required

Customer Response: Increasing frustration with process delays and verification requirements

## **Open Issues & Ongoing Concerns**

Current Status: Unresolved refund delay from recent transactions

* Requires immediate attention to prevent escalation
* History of multiple follow-up calls for single issues
* Shows pattern of escalating frustration with extended resolution times

## **Customer Value Assessment**

Lifetime Value Potential: Moderate (regular transaction history despite frustrations)

Service Complexity: High (requires expedited handling and minimal process steps)

Resolution Priority: High (prone to multiple follow-ups if not resolved quickly)

Retention Risk: High (shows increasing frustration with service processes)